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Pernod Ricard

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## Agreement between Pernod Ricard and Sogrape for the distribution of the Sandeman brand

*Paris/Porto, 24<sup>th</sup> April 2002* – Pernod Ricard and Sogrape have entered into an agreement for the international distribution of Sandeman Port and Sherry.

Sogrape entered into an agreement to purchase Sandeman last December, when it was put up for sale by Diageo and Pernod Ricard following their joint purchase of the Seagram spirits and wine business. The Portuguese Group is already well established in the port market (with the Ferreira and Offley brands). This acquisition will therefore enhance its current portfolio whilst also providing it with a leading brand in the sherry market.

The agreement grants Pernod Ricard worldwide distribution rights to the Sandeman brand (port and sherry). Its main markets are in Europe (France, Belgium, Italy, Germany, Holland and the UK) and in North America (USA and Canada).

This agreement adds to Pernod Ricard's portfolio one of the leading Port & Sherry brands. The alliance represents a real opportunity for the development of the Sandeman brand within the Pernod Ricard distribution network, recently strengthened through the Seagram acquisition.

### Contacts

Alain-Serge Delaitte/ Pernod Ricard Communications  
Patrick de Borredon/ Pernod Ricard Investor Relations  
Salvador Guedes / Grupo Sogrape Managing Director  
Barbara M. Burns / New York Pernod Ricard

Tel: (33 1) 40 76 77 12  
Tel: (33 1) 40 76 77 33  
Tel: (35 1) 22 785 0364  
Tel: (212) 486 1140

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